Technology Roadmap

buybuyBaby Start

focus areas

eCommerce Platform

Customer Experiences

Business Applications

Internal IT, Hardware & Infra

[redacted]

finally, a move forward plan

spend to scale

[redacted]

HOWEVER

[redacted]

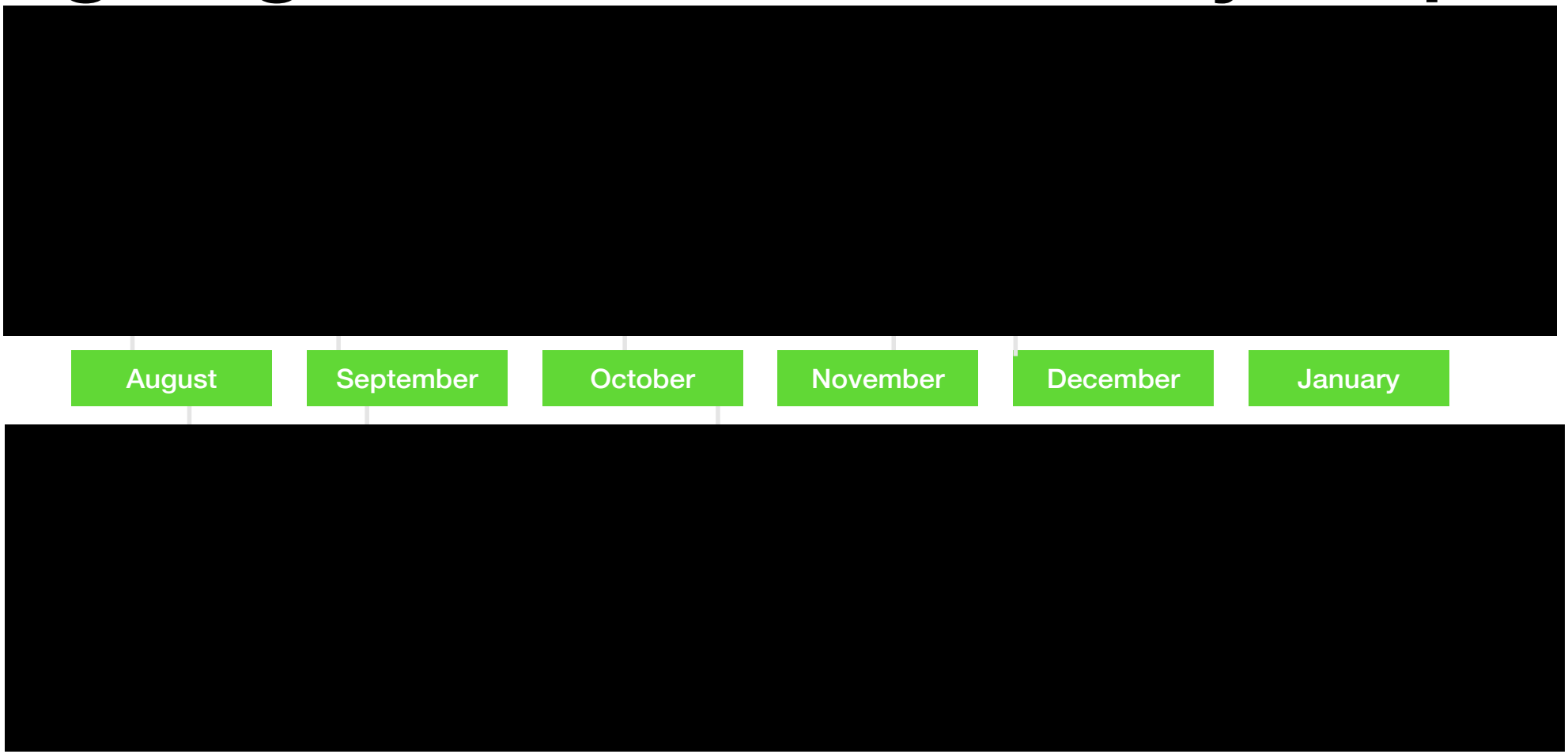
Right architecture, right relationships and right strategy

spend per phase

	August	Sept	Oct	Jan 2024 ERP
Team Size*	[redacted]			
SaaS Spend				
Registry/Site Build + Consulting				
Cloud				
Store HW				
Platform Email, Social, Support, Reviews				
Infrastructure (laptops, office, network, phones)				
Total				

* Assume majority of registry development outsourced. Hiring only when needed

going forward - value every step



headcount needed

Interim CTO

Steve
Director Infra & IT

Dir Tools
& Internal Apps

Product Manager Dir
(registry, loyalty)

Aseem
VP Customer Exp

Store Support

Store Support

Security

IT Support

Program Manager

Business Analyst

Business Analyst

[redacted]

UX

Data Engg 1

Integration Engg 2

Developer 1

Developer 2

Architect

Integration Engg 1

Data Engg 2

w/ Logistics

Shared Analyst 1

Shared Analyst 2

Now

Sept/Oct

Later

How did we get here?

[redacted]

Review goglobals' tech and product plan and understand how they think they can pull this off by reviewing their tech stack, partners and risk on DOM if this approach is followed

[redacted]

[redacted]

[redacted]

May

June

July

[redacted]

Now Buying - Multiple Models Each needed to tested

Partnering **Investing** **Investing with GoGlobal** **Investing with Others** **Now IP** **Going Concern** **Make a going concern but blow out all tech**